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USSR Report

CONSUMER GOODS AND DOMESTIC TRADE

No. 27

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CONTENTS

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

| | |
|---|----|
| Ukrainian Food Minister Discusses Sugar Industry (N. F. Kulinich; SAKHARNAYA PROMYSHLENNOST', Aug 81) | 1 |
| Trade Figures for First Half of 1981 (SOVETSKAYA TORGOVLYA, 16 Jul 81) | 6 |
| Commodity Turnover Fulfillment of Plan, by Yu. Gryzanov | |
| Protein Production Prospects Outlined (I. Leshchevskiy; SOTSIALISTICHESKAYA INDUSTRIYA, 19 Aug 81) | 10 |
| Smaller Bread Loaves and Rolls, Using Stale Bread (R. Usmanov; NEDELYA, 14-20 Sep 81) | 14 |
| Special Store for Purchase, Sale of Subsidiary Farm Surplus (N. Kazarova; SOVETSKAYA TORGOVLYA, 25 Aug 81) | 17 |
| Subsidiary Farm for Vologda Forestry Workers (Aleksandr Stepanovich Gladkovskiy Interview; SOVETSKAYA TORGOVLYA, 27 Aug 81) | 20 |
| Georgian Price Commission Protects Customers' Interests (A. Sharshunov; KOMUNISTI, 8 Aug 81) | 24 |

HOUSING AND PERSONAL SERVICES

| | |
|--|----|
| Influence of Financial Levers on Personal Services (V. T. Filatov, V. A. Slivkin; FINANSY SSSR, Aug 81) | 26 |
|--|----|

PERSONAL INCOME AND SAVINGS

| | |
|--|----|
| Georgian Family Budgets, Standard of Living on the Rise (K. Elizbarashvili; KOMUNISTI, 14 Aug 81) | 31 |
|--|----|

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

UKRAINIAN FOOD MINISTER DISCUSSES SUGAR INDUSTRY

Moscow SAKHARNAYA PROMYSHLENNOST' in Russian No 8, Aug 81 pp 2-5

[Article by N.F. Kulinich, Ukrainian SSR Minister of the Food Industry: "The Tasks in Improving the Efficiency and Quality of the Work of the Ukrainian Sugar Industry"]

[Text] The communist party and the Soviet Government are showing great concern for the development and growth of the production of sugar. In the Basic Directions of the Economic and Social Development of the USSR Economy for the Years 1981-1985 and for the Period to 1990 which were approved by the 26th CPSU Congress the task is set of bringing during the 11th Five-Year Plan the average annual production of sugar beet in the country to 100-103 million tons, and of increasing the yield of sugar from every hectare of sugar beet plantings.

The Ukrainian SSR which accounts for 60 percent of the union production of sugar from sugar beet and 38 percent of the production from the processing of raw cane has an important role in the accomplishment of this task. The Soviet Ukraine has a firm hold on being first in the world for the production of sugar beet sugar. During the 11th Five-Year Plan the republic is supposed to ensure an average annual production of 56-57 million tons of sugar beet and a substantial increase in sugar production.

A large amount of work was performed by the sugar beet growers and the sugar workers of the Ukrainian SSR in the 10th Five-Year Plan. As a result of the consistent realization of the course aimed at an intensification of agriculture, average annual sugar beet procurements reached almost 46 million tons, which is 12.7 percent more than in the Ninth Five-Year Plan. Quite a bit has also been done to strengthen the material and technical base of the sugar industry: most sugar plants have been reequipped, there has been a substantial growth in sugar beet processing capacities, progressive technological schemes and modern equipment have been introduced, many production processes have been automated, and the preconditions have been created for a shift to the automated management of sugar production. This has made it possible to reduce labor expenditures for the processing of 100 tons of raw materials from 18.3 man-days in 1970 to 11.72 man-days in 1980.

However, there are serious shortcomings in the work of the sugar industry. In 1976-1980 the five-year and the current plans for the production of fine sugar from

sugar beet were not fulfilled, the coefficient of the use of production capacities decreased, sugar losses during storage and transportation increased, and other planned technical and economic indicators were not attained. As a result of unsatisfactory preparations for the production season and violations of equipment operation and servicing rules, individual sugar plants had long periods of idle time and operated with unjustifiably low productivity.

Shortcomings in the use of the sugar industry's technical base, and also a deterioration of the quality of the sugar beet that was procured (the arrival at plants of large quantities of frozen and dried roots), and defects in organizing the storage of raw materials at sugar beet reception points had a negative effect upon the final work results of the sugar beet-sugar complex.

The Ukrainian SSR Minister of Food Industry has worked out a plan of organizational and economic-engineering measures to realize the decisions of the 26th CPSU Congress and the 26th Congress of the Communist Party of the Ukraine in which a large place is assigned to the development of the sugar industry.

Guiding ourselves by the decree of the CC CPSU and USSR Council of Ministers "On Strengthening Work on Economizing and Making Efficient Use of Raw Material, Fuel and Energy, and Other Material Resources," a top-priority task has been defined for the branch's collectives--to organize the reception and storage of sugar beet in the best possible manner. Toward this end, a progressive technology of the reception and storage of raw sugar beet has been worked out and is being employed which includes the following: a pre-harvest phytopathological survey of the plantations to determine harvest sequence; the construction of floating platforms and of equipment for the preparation of chemical solutions; the construction of sectors for the ventilation of the sugar beet; the equipping of piling machines with more effective land dividers and with attachments for the chemical treatment of the roots and for unloading large-capacity trucks of the KamAZ type; the installation of remote control equipment for the clamp temperature and the automation of the sugar beet ventilation process; and also other elements.

The introduction of the progressive technology is being completed at the plant sugar beet points of 39 enterprises. Floating platforms have been built at 74 plants, and the capacities of the sugar beet storage sectors using active ventilation have been brought to almost two million tons of roots.

The measures which have been taken to strengthen the technical base of the sugar beet receiving points have already produced their first results. Whereas in 1977 sugar beet losses during storage and transportation for processing in the Ukraine's sugar plants as a whole came to 4.86 percent, in 1980 they decreased to 3.5 percent. A socialist competition has been organized of sugar beet reception point collectives for decreasing losses of the sugar beet mass and of sugar during reception and storage, and bonuses have been established for the victors. The best results in the competition have been achieved by the sugar beet reception point workers of Khar'kovskaya, Kirovogradskaya, Cherkasskaya, L'vovskaya, and Poltavskaya oblasts.

At the present time the sugar beet reception point is Shop No 1 of the sugar plant. Year after year dozens of enterprises have lower than planned losses of raw materials without large material expenditures and on the basis of good work organization and of increasing the responsibility of the workers.

Practice shows that good organization of the reception and storage of sugar beet does not yet guarantee its efficient processing. In order to attain high final results it is necessary that the reception points receive sugar beet roots which are of satisfactory quality and are suitable for long storage.

This is helped by early dates for the beginning of the harvesting and processing of sugar beet. The experience of early harvesting and processing in 1980 in Poltavskaya Oblast has shown that the gross harvest of the roots is in the end increased, their quality improved, and the losses of raw materials during harvesting and storage decreased. Poltavskaya Oblast took first place in the republic for sugar production per hectare of sugar beets: 29.8 quintals of sugar were obtained here from a single hectare. The experience of Poltavskaya Oblast is successfully being introduced into Odesskaya, Kievskaya, Khar'kovskaya, Kirovogradskaya, and Cherkasskaya.

An All-Union State Standard (GOST) for sugar beet for industrial processing could become an effective lever for improving the quality of the raw material. Meanwhile, in the new GOST draft account is not fully taken of the positive changes which have occurred during the nine years of operation of the existing GOST. For example, account has not been taken of the improvement in harvesting and loading machines which ensures a decrease in the harvest of roots with heavy machine-inflicted injuries and heavy land and green mass litter.

In our opinion, the GOST for sugar beet should increase the demands upon the quality of the raw material and become a more effective instrument for increasing the efficiency of the sugar beet-sugar complex and increasing the production of the final product--white sugar.

It is also necessary to continue the work to improve sugar beet planting zones, particularly in Rovenskaya, Ternopol'skaya, Kievskaya, and Cherkasskaya oblasts. The plantings should be brought closer to processing enterprises and shipping distances decreased.

In order to increase the production of sugar beet and sugar in the Ukraine, a republic special-purpose overall scientific and technical program "Sakhar" has been developed and is being introduced. In addition to a solution of the problems of cultivating sugar beet, the program provides for a further strengthening of the material and technical base of sugar beet reception points and sugar plants, and an improvement of sugar beet storage and processing technology. Calculations show that the realization of the "Sakhar" program in 1981-1985 will make it possible to bring the production of sugar per hectare of sugar beet field to a republic average of no less than 38 quintals of white sugar, which exceeds the best result achieved in 1978 by 8.8 quintals.

The efficient use of fuel and energy resources is an important factor in increasing the efficiency of the sugar industry. During the 10th Five-Year Plan the energy enterprise of the republic's sugar plants was reconstructed and modernized, and number of measures were carried out to decrease the expenditure of fuel, heat, and electrical energy. Low-capacity and worn out and obsolete equipment in boiler rooms has been replaced with more economical and productive modern equipment. Thus, in 1976-1980 11 new heat and electric power stations were put into operation, 69 boilers with a total capacity of 1,890 tons of steam per hour were installed, 30 turbo-units were installed, and reservoirs for the storage of 50,000 tons of fuel were constructed.

The measures which were carried out made it possible to decrease fuel expenditures during the five-year plan from 6.58 to 6.30 percent of the mass of the processed sugar beet. The expenditure of fuel and energy resources could have been lowered even further if the sugar plants had not been compelled to operate with stoppages and lowered productivity on account of the late delivery of the sugar beet and its poor quality. The shortage of energy equipment, control and measuring instruments, and spare parts for energy equipment also had a negative effect. During the 11th Five-Year Plan work will be continued at the republic's sugar plants on the reconstruction and modernization of the energy enterprise: it is planned to build 12 new and reconstruct 30 operating heat and electric power stations, to install 78 steam boilers and 12 turbo-units, and to shift the Mizochskiy, Pivnenkovskiy, Teofipol'skiy, and Orekhovskiy sugar plants to the burning of progressive types of fuel.

Making use of the experience of advanced sugar plants and of the work of scientific research institutes and adjusting and planning organizations, it is planned to continue work on improving the heat and electric arrangements of sugar plants: to modernize the design of the beet pulp drying departments; to decrease the expenditure of limestone and fuel in accordance with the method of the Yares'kovskiy and Samborskiy sugar plants, and to use ammonia condensates to supply the diffusion units; to heat the vacuum-apparatuses with the steam of II evaporator instead of I; and to introduce economical types of lighting and so forth.

For the republic's plants as a whole the realization of the projected measures will make it possible to decrease the specific expenditure of conventional fuel in the second half of the year for the processing of sugar beet to 5.8-6 percent of the sugar beet mass and to economize 150,000-200,000 tons.

The entire country knows about the initiative of the sugar beet farmers and sugar factory workers of Yampol'skiy Rayon in Vinnitskaya Oblast. The General Secretary of the CC CPSU and Chairman of the Presidium of the USSR Supreme Soviet comrade L.I. Brezhnev has given high praise to the initiative of these workers and has stated that the unification of the efforts of the sugar beet growers and the sugar plant workers contains enormous reserves for a further increase in the production of output needed by the economy. The essence of the initiative is to unite the labor of the sugar beet farmer and of the worker in the accomplishment of a common task--to obtain a high final result. This is a new stage in the development of the socialist competition of the workers of agriculture and the industrial branches which process agricultural raw materials.

The patriotic initiative of the Yampol'skiy Rayon workers has been ardently supported by the collectives of all of the enterprises of the sugar industry of the Ukraine. Sugar beet farms and sugar plants have concluded more than 4,000 labor cooperation agreements.

A republic practical science conference was held in Yampol' on the introduction into production of the labor collaboration experience of the sugar beet farmers and workers of the Gonorovskiy Sugar Plant in Yampol'skiy Rayon, Vinnitskaya Oblast, to increase the production of sugar beet and ensure a maximum production of sugar from every hectare of sugar beet field. Official workers from the Ukraine's agriculture and food industry took part in the work of the conference. The conference's recommendations have been published in a mass edition and distributed to kolkhozes, sovkhozes, and the industrial enterprises which process agricultural raw materials.

In order to make a practical study of the experience of the Yampol'skiy Oblast workers rayons and plants have been picked in all of the sugar beet growing oblasts of the republic and they are serving as a basis for seminars and other practical measures to introduce progressive labor organization in order to produce the maximum possible amount of sugar per hectare of sugar beet field.

In 1980, with extremely unfavorable weather conditions, the Yampol'skiy Oblast workers produced more than 44 quintals of sugar per hectare of sowing, with the average republic indicator of 22.4 quintals. The following sugar plants achieved good indicators: Mironovskiy--37.3 quintals, Yares'kovskiy--36.1, Luchanskiy and Pal'mirskiy--35.5 quintals, Maydanetskiy--34.7 quintals, Zhashkovskiy--34.3 quintals, and others.

The Ukraine's sugar workers are now successfully completing the preparation of the enterprises for the processing season of the 1981 harvest.

The successful fulfillment of the sugar beet procurements plan, a well-organized reception and storage of the sugar beet, a resolute struggle against losses of raw material and sugar at all of the sectors of the sugar beet-sugar conveyor, and highly productive and rhythmic work by the enterprises must ensure the fulfillment and overfulfillment of the sugar production plan established for the first year of the 11th Five-Year Plan by every sugar plant in the republic and thereby create a solid foundation for the successful fulfillment of the five-year plan as a whole.

Carrying out the decisions of the 26th CPSU Congress and the 26th Congress of the Communist Party of the Ukraine, the collective of thousands of workers of the sugar industry of the Soviet Ukraine is conscious of its responsibility for uninterrupted sugar supplies for the country and will not spare its efforts for the successful fulfillment of this honorable task.

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2959

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

TRADE FIGURES FOR FIRST HALF OF 1981

Commodity Turnover

Moscow SOVETSKAYA TORGOVLYA in Russian 16 Jul 81 p 2

/Article: "The Increase Is 5.7 Percent"

/Text/ The commodity turnover of state and cooperative trade during the second quarter of 1981 was 68.69 billion rubles, including the turnover of consumer co-operatives of 18.84 billion rubles. Moreover, the organizations of consumer co-operatives sold agricultural products, which were bought at contract prices and were accepted on commission, worth 529 million rubles.

The plan of the second quarter was fulfilled by 101.8 percent.

During the first half of 1981 as compared with the first half of 1980 the retail commodity turnover increased, in comparable prices, by 5.7 percent. The increase of the commodity turnover during the first half of 1981 as compared with the first half of 1980 by union republics in comparable prices is characterized by the following data:

| | |
|--------------------------|-------|
| RSFSR. | 105.8 |
| Ukrainian SSR. | 104.5 |
| Belorussian SSR. | 105.4 |
| Uzbek SSR. | 108.6 |
| Kazakh SSR | 104.6 |
| Georgian SSR | 107.4 |
| Azerbaijan SSR | 107.5 |
| Lithuanian SSR | 104.9 |
| Moldavian SSR. | 107.2 |
| Latvian SSR. | 104.6 |
| Kirghiz SSR. | 106.1 |
| Tajik SSR. | 107.2 |
| Armenian SSR | 107.7 |
| Turkmen SSR. | 106.5 |
| Estonian SSR | 107.4 |

Fulfillment of Plan

Moscow SOVETSKAYA TORGOVLYA in Russian 16 Jul 81 p 2

/Article by SOVETSKAYA TORGOVLYA economic commentator Yu. Gryzanov: "Initiative and Careful Reckoning Are Necessary in Everything"/

/Text/ Competing for the early fulfillment of the plan of the first year of the 11th Five-Year Plan, the workers of state and cooperative trade have successfully completed the 6-month assignments on the development of the retail commodity turnover. The plan of the first half of the year was fulfilled by 102.1 percent. During this period various foodstuffs and nonfood consumer items worth 2.8 billion rubles were sold to the population in excess of the plan. Both state and cooperative trade also coped successfully with the assignments on the commodity turnover, which were set for the first half of the year. The plan with the additional assignment was fulfilled by the organizations of state trade by 101.2 percent and by the organizations of consumer cooperatives by 100.3 percent.

All the union republics ensured the growth rate of the commodity turnover, which was stipulated by the plan. The trade workers of the RSFSR, Belorussia, Estonia, Moldavia, Armenia, Kirghizia, as well as Moscow and Leningrad exceeded the set plan assignments. At the same time a backlog on the additional assignment formed in the Ukraine, Azerbaijan and Turkmenia. These union republics need to take the appropriate steps during the second half of the year to make up for the allowed lag.

The proportion of nonfood consumer items, the sale of which during the first half of the year was more than half of the total volume of the retail commodity turnover, continued to increase in the total amount of goods purchased by the population. Here the sale of cultural, personal and household goods increased rapidly.

Considerably more televisions, electric vacuum cleaners, passenger cars, furniture, high quality glassware and aluminum utensils, household chemical goods, synthetic detergents, slate and other cultural, personal and household goods were delivered to trade than during the same period last year. The delivery to trade of fabrics, clothing and footwear increased even more rapidly.

The increase of the deliveries of goods to trade improved the situation with stocks of some of them. On 1 July as compared with the same date last year the backing of the retail commodity turnover with stocks of nonfood consumer items in wholesale and retail trade had increased substantially. Moreover, above-standard stocks of some types of wool and rayon fabrics, clothing, underwear, knit outerwear, leather footwear, clocks and several others formed at a number of trade enterprises. In this connection the administrations of trade of the oblasts and the ministries of trade of the union republics need to implement the appropriate measures on the commitment to the turnover of the above-standard stocks and on their redistribution between trade organizations and regions.

During the past half a year the production and delivery of such mass demand goods as bed linen, underwear made from cotton fabric for children of nursery age and for newborn children, children's pants, men's socks, cotton threads, women's toiletries and light bulbs increased appreciably. At the same time trade organizations still have many complaints against suppliers.

The enterprises of the ministries of light industry of the RSFSR, Belorussia, Kazakhstan, Tajikistan and Latvia did not fulfill, for example, the plans of the production of leather footwear. During January-May alone trade failed to receive 3.6 million pair of chrome leather footwear, including of the summer assortment and children's sizes, as well as 430,000 pair of Russian leather footwear. The enterprises of the USSR Ministry of Light Industry during January-May underproduced 62 million meters of cotton fabrics. Such types of fabrics, which are in great demand, as cotton print, sateen, dress fabrics and fabrics for underwear were not delivered in sufficient quantities. In value terms the enterprises of this ministry were rebuked for the fulfillment of the plan of the production of cotton fabrics. The enterprises of the USSR Ministry of the Food Industry failed by 10,100 tons to ensure the fulfillment during this period of the plan of the production and delivery to trade of toilet soap; the enterprises of the Ministry of Instrument Making, Automation Equipment and Control Systems did not produce enough pencils and the enterprises of the Ministry of Machine Building for Light and Food Industry and Household Appliances did not produce enough electric vacuum cleaners and sewing needles.

Trade organizations should resolutely combat cases when enterprises of industry attempt to solve the problem of eliminating the shortage of some goods on the market by the reduction of the output of other items which are in demand by the population.

The kolkhoz market is a significant aid in the supply of the population of cities with food products. Wherever assistance with transportation and services in the sale of the goods brought to be sold on the market are rendered to the rural population for delivering products to the markets, the amounts of shipments brought in increases substantially. Thus, the sales volume of agricultural products at the urban kolkhoz markets of the Lithuanian SSR during the first quarter of 1981 in comparable prices increased by 36 percent, that of the Armenian SSR increased by 32 percent. The sale of products at the markets of Belorussia, the East Siberian, West Siberian and Central Chernozem Regions of the RSFSR also increased. However, in a number of regions the importation of agricultural products to urban kolkhoz markets declined. This occurred in several cities of the Volga-Vyatka Region, as well as the Moldavian, Tajik and Kirghiz union republics. In these republics it is necessary to take steps to improve the use of this important reserve in the supply of the population of cities with food products.

Today more than 105 million people in our country take advantage of the services of public dining. The volume of the commodity turnover of this sector for half a year was 12.3 billion rubles, which in comparable prices is 4.4 percent more than during the same period last year and 1.7 percent more than stipulated by the plan.

All the union republics except the Azerbaijan SSR coped with the fulfillment of the plan on the turnover of public dining and the output of products of its own making. However, the rate of development of public dining requires acceleration. The share of public dining in the consumption of foodstuffs by the population is still increasing slowly. At the same time in a number of regions of the country, including at industrial enterprises, the demand of the population for the services of public dining is still being far from completely met. Such a situation has formed at a number of enterprises and organizations of the USSR ministries of communications, transport construction and rural construction. The organs of trade need to take additional steps to expedite the construction of public dining enterprises and to meet more completely the demand of the population for them.

During the second half of the year the retail commodity turnover of the country in accordance with the plan should increase by 4.1 billion rubles. Moreover, an additional assignment on the commodity turnover in the amount of 1.2 billion rubles has been set for the third quarter. For the successful fulfillment of the set plan assignments it is necessary for every trade organization beginning with the first days of the new quarter to step up its efforts as much as possible on the complete receipt and assimilation of the allocated assets for goods, the seeking of additional commodity resources and the commitment to the turnover of the available above-standard stocks of individual items and the timely placement of new trade enterprises into operation.

7807

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

PROTEIN PRODUCTION PROSPECTS OUTLINED

Moscow SOTSIALISTICHESKAYA INDUSTRIYA in Russian 19 Aug 81 p 1

[Article by I. Leshchevskiy: "Protein Factory"]

[Text] The food problem is to a substantial extent a problem of the production of protein. In its various forms.

Protein is "produced" by plants, animals, and microorganisms. But at different rates. And with different qualities. Recently in an interview Academician A. Bayev cited some instructive figures. In a cow's organism, which weighs a half ton, approximately a half kilogram of protein is formed in one day. During this time a yeast mass of the same weight synthesizes 50 tons of protein matter. One hundred times more. So that microorganisms are real protein factories.

Feed yeasts are an excellent high-calorie food for animals. In addition, microbe protein plays one more no less important role in their ration. It sharply increases the assimilability of the basic feed. Sometimes even doubling it. That is, it makes it possible, with the same expenditure of feeds, to obtain much more animal husbandry output. In hog raising, for example, a ton of yeast provides from 400 to 600 additional kilograms of meat and lard. The same ton makes it possible to save 5-7 tons of grain.

This is why a great deal of attention has been devoted recently to the development of the microbiology industry. During the 11th Five-Year Plan it is planned to carry out measures for the accelerated development of productions on the basis of microbiological synthesis and to increase production by 1.8-1.9 times.

There will be a substantial increase in the production of commodity microbiological feed protein and lysine, and also of antibiotics for feed and veterinary purposes, feed vitamins, microbiological plant protection agents, fermentation preparations, premixes, bacterial fertilizers, and other output. Labor productivity in the branch is supposed to increase by 38-42 percent.

In order to cope with these tasks enterprise and organization collectives must, beginning with the first year of the five-year plan, work creatively and to the best of their abilities. The microbiological industry fulfilled the plan for the

first half year successfully--at 100.8 percent. Compared with the same period of last year, production increased by 8.2 percent. Animal husbandry farmers obtained above-assignment supplies of almost 4,000 tons of complex premix additions, around 170,000 tons of fermentation preparations, more than 60 kilograms of vitamin B12, and quite a few other important and needed products.

The collective of the Berdsk Chemical Plant where production has increased compared to the same period last year by 11.4 percent has preformed its assignments of the first half-year well and is now in the vanguard of the competitors. The entire increase in output production was achieved through an increase in labor productivity.

Plans are being successfully fulfilled and overfulfilled by the Ladyzhin fermentation preparations plant in Vinnitskaya Oblast, the "Bobruyskgidrolizprom" association in Belorussia, and the Boksitogorsk Biochemical and Livany (Latvia) Biochemical Plants.

Economizing raw materials, the collective of the Volga Hydrolysis-Yeast Plant in the Mari ASSR uses 8.9 cubic meters of wood for a ton of yeast. But the average figure in the branch is around 13 cubic meters. The economy of raw materials is achieved on the basis of a complex of measures, including--the multiple use of the environment in which the microorganisms are grown. Electric energy is also expended here with good proprietorial stinginess. In the second quarter 1,860 kilowatt-hours were expended on a ton of yeast, with an average branch indicator of 2,700.

But there are reserves in the microbiological industry. And considerable reserves. An important task is to achieve a rhythm in the work of the branch. While it fulfilled its half-year assignment, it, for example, fulfilled its July delivery plan by only 94 percent. The microbiologists also have other reserves.

First of all, they should be sought in the work of lagging collectives. Seven associations and enterprises out of 80 did not fulfill their half-year assignment and are now pulling the branch back. The country failed to receive 9,000 tons of feed yeasts (it should be remembered--one ton of yeast saves 5-7 tons of grain), around 500,000 decaliters of ethyl alcohol, more than 2,000 tons of furfuryl alcohol, 1,100 tons of lyzine, and certain other types of output. Among the lagging enterprises are the Monturovo Biochemical Plant in Kostromskaya Oblast and the Shebekino Biochemical Plant in Belgorodskaya Oblast, the Khakaskiy Hydrolysis Plant, and certain others. The chief reasons for the lagging are in the incorrect use of equipment and backward labor organization at these enterprises.

An important way to improve the work of the branch is to replace periodic production processes with continuous ones. The collective of the Kirishi Biochemical Combine in Leningradskaya Oblast has been charged with making a path here. But the enterprise is taking on its new work slowly. Much less output than was planned is being produced here by the continuous hydrolysis process.

The future of the branch and the ways of overcoming the basic shortcomings and difficulties are seen in a sharp increase in production efficiency. It is inter-

esting to have a look at the changes which have been occurring in the microbiological industry and which are occurring now.

Fifteen or twenty years ago, when it had not yet been separated into a single branch, an average of two tons of yeast per person per year was produced at its enterprises. Today, for example, the Kirishi Biochemical Plant produces 60,000 tons during the same period. With the old production methods 30,000 people were supposed to have worked here. But only 1,000 work here. An impressive achievement. But it is the result of production concentration. There have been as yet few fundamental radical changes in technology.

The first radical change that was proposed by scientists was to use new types of raw materials. Wood was replaced by petroleum paraffin. Is it necessary to spend a long time proving how important it is to economize timber? But it is not only this. In order to obtain a ton of yeast it is necessary, as has already been said, to have an average of 31 cubic meters of wood. And... 1.1 tons of paraffin. So that the scientists' discovery made it possible to solve several very different problems at the same time. Economics and ecology traveled here, as they say, arm in arm.

But this has already been done. Other changes in the branch have only just begun. Or are only just beginning. Here there is plenty of work.

Along with the advantages which have already been discussed, the new microbe protein production technology has certain shortcomings. At the end of the technological process there are partial leftovers in the biomass of paraffins which are called residuals. Many years of state tests have proved the complete harmlessness of the protein-vitamin concentrate which is obtained on the basis of paraffins. Nevertheless, microbiologists regard a decrease in the residual paraffin content in protein-vitamin concentrate as one of the quality criteria. In order to attain it it is necessary to improve the quality of the raw materials and exercise better control over the operation of the fermentation equipment.

An even more important task is to increase the protein content in finished output. Quite a bit has already been done. When the branch had only just been born it did not exceed 45 percent. Now it is more than 60 percent. But this is far from the limit. Protein content can be increased even further by using the latest methods of genetic engineering.

Microbiologists will have to do a considerable amount of work to increase the production of yeast from a single cubic meter of fermentation capacity and from a single ton of raw material.

Thus, the basic ways of increasing the operational efficiency of the microbiological industry have been determined and the chief tasks are clear. Now everything depends upon the people who are working in this branch. But not only upon them. Microbiologists have to have better supplies of raw materials and materials. Meanwhile, the enterprises of the USSR Ministry of Timber and Paper Industry failed to provide them in the half-year with more than a million cubic meters of wood. Its quality became worse. There were less chippings and more bark.

Chemical industry workers are also in great debt to the microbiologists. Of the 700 tons of anti-foaming agents stipulated by the plan, in six months they have supplied slightly more than half. And in July they didn't provide a single ton. This produces many difficulties in the production of lyzine, plant protection agents, and antibiotics. The lack of an anti-foaming agent does not permit the full use of the fermentation equipment.

Chemical workers are also not supplying the propylene which is needed in the production of heat-insulated materials for refrigerators. The ministry for the production of mineral fertilizers is supplying sulfuric acid with interruptions.

The branch is young and it is being actively built. But certain new enterprises are still being built very slowly. An example is the Novopolotsk Vitamin Protein Concentrate Plant in Belorussia. The half-year plan of Trust No. 16 of the Ministry of Industrial Construction Belorussian SSR (Manager--K. Kuntsevich) was fulfilled at the level of 84 percent. And by itself this half-year plan comprises less than one-quarter of the annual assignment.

The organizations of the USSR Ministry of Construction are being slow in building the Parkino Hydrolysis-Yeast Plant in Novgorodskaya Oblast.

All of this is having a negative effect upon the development of the protein industry.

In accordance with the decisions of the 26th CPSU Congress, a food program is being developed in our country. The microbiological industry will have to actively participate in realizing it.

2959

CSO: 1827/13

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

SMALLER BREAD LOAVES AND ROLLS, USING STALE BREAD

Moscow NEDELYA in Russian No 38, 14-20 Sep 81 p 3

[Article by USSR Deputy Minister of Food Industry R. Usmanov: "Be Thrifty! Don't Waste Bread!"]

[Text] Save bread. Learn to value it and teach others. That is the essence of a discussion begun by our readers in a recent issue of NEDELYA (No 34). In particular, our readers were interested in what the USSR Ministry of Food Industry is doing in the area of economy and thrift. The deputy minister, R. Usmanov, talked with our correspondent, G. Alimov, about this.

"NEDELYA readers have taken the floor in defense of bread quite correctly and at the proper time," said Rashat Bariyevich. "It must not be forgotten that bread is life, to everyone. For its part, the USSR Ministry of Food Industry is carrying out a large complex of measures to save grain products. The assortment of bread and rolls is now being restructured everywhere. We are increasing production of 700-900 gram loaves over the 1-kg loaves, as well as of 500-gram and smaller rolls. The USSR State Price Committee has already approved prices for them. One might think that the differences between 1-kg and 900-gram loaves are negligible, since we are only talking about 100 grams. But statistics confirm that those 100 grams are unnecessary: in a day, a family of three usually uses 900 grams of bread, they estimate. We think decreasing the weight will play a positive role in creating an attitude of thrift towards bread.

You say NEDELYA readers sometimes write the editors about poor bread quality: burned crusts, bread not thoroughly baked or growing stale quickly.... These complaints are justified. Unfortunately, technological procedures for preparing the dough and baking are not always followed, and in some cases the finished product is not delivered to the stores promptly. Both material and morale losses result. The ministry collegium has therefore demanded that the country's baking industry administrations monitor more strictly the quality of bread and rolls preparation and render practical assistance where necessary. For example, a group of specialists from our ministry and the All-Union Scientific-Production Association of Baking Industry is now working in Latvia. Other steps are also being taken. In order to improve the taste and delay bread's going stale, we have begun making extensive use of whey and modified starch in bread-making. There is a two-fold advantage in this: the use of a ton of whey, for example, enables us to save 40 kg of flour. We are solving the problem of marketing a significant portion of the bread and rolls packaged.

Unfortunately, the USSR Gosplan and Ministry of Chemical Industry have not provided us with sufficient quantities of heat-shrinkable polyethylene film. For that reason, 100 flow lines mechanized to produce 50-70 gram rolls each are not operating at full capacity.

We are also working persistently to introduce progressive technology for preparing dough at large bakeries. It will enable us to reduce rising time. By the end of the five-year plan, 80 percent of the bread and rolls will be produced using this technology. There is no need to prove that, by improving the quality of the bread, workers in baking industry will be able to make a big contribution to saving grain resources. Waste will be reduced. Of course, if store workers also study demand, they will be able to send in orders each day which are justified as to assortment and quantity. And by the way, the ministry is now taking steps to standardize and intelligently reduce the kinds of bread offered in light of consumer demand.

A system of unpackaged flour storage and transportation is also being introduced at ministry enterprises; as is known, flour has always been stored in sacks, some always being lost. But now it will be stored in so-called silos, similar to small elevators. From there, it is delivered to bakeries in flour haulers. We will thus be able to avoid losses, will not need the sacks now in short supply and will save manpower. In 1985, some 80 percent of the flour will be stored in silos.

In a word, much is being done. But we think the main way of saving grain is for each of us to have a thrifty attitude towards bread.

(From NEDELYA's Economics Department)

True, of course: each one of us needs to have a thrifty attitude towards bread. It is precisely the foundation without which we will not be able to put an end to the waste of this very valuable foodstuff we sometimes see both at home and in public catering enterprises. The policy of packaging bread products in smaller packages will doubtless be productive, as will the efforts by bakers to develop a bread which does not go stale quickly. But that is only one side of the matter, the side associated with production. But we would like to focus attention on another, one we might call "bread at home."

Let's look at how we keep it. In a plastic bag? But that's not the best way of keeping bread -- two days, and it starts to grow moldy. Meaning we need inexpensive, reliable, plastic, wood or metal breadboxes which conform to all sanitary norms. Workers in chemical, wood-processing and local industry could obviously help here.

Let's also look at how we consume the loaves we buy at the bakery in the morning, what we do with scraps and how they get thrown out, and while we're at it, how thick we slice our bread. The old saying that "a thick slice gladdens the mouth" is apparently a thing of the past. In any case, a slice of bread must be considerably thinner than what we are being brought now. But in order to cut thin slices, especially of soft bread, we need bread knives, and here, we are entitled to expect assistance from machine builders and local industry.

And even that is not all: the electrical engineering branch of industry could set up the large-scale production of toasters. This simple device for browning bread makes it even tastier and, not unimportantly, enables us to use it even if it is slightly stale.

What do you think about this? Any suggestions?

We are asking everyone, but first of all those on whom the production of things which can help develop a thrifty attitude towards bread, things we have just been talking about, depends.

Be thrifty!

11052

CSO: 1827/10

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

SPECIAL STORE FOR PURCHASE, SALE OF SUBSIDIARY FARM SURPLUS

Moscow SOVETSKAYA TORGOVLYA in Russian 25 Aug 81 p 2

/Article by SOVETSKAYA TORGOVLYA correspondent N. Kazarova (Zernograd, Rostovskaya Oblast): "The Store-Produce Procurement Center"

/Text In the spring of last year an enterprise of a new type for the local rayon consumer society--a store-produce procurement center--opened its doors in Zernograd. It is unusual for the reason that only goods which are in greater demand are offered here to people. And what is more: not everyone can go shopping here, but only whoever has turned over beforehand to the purchasing agent the surpluses of his private plot or medicinal and industrial raw materials. For example, pumpkin seeds.

"We began precisely with them," relates Petr Ivanovich Zenin, director of the produce procurement office of the Zernogradskiy Rayon Consumer Society. "For pumpkin seeds are the most valuable medicinal and industrial raw material, for which there is a very large demand. But it is a troublesome matter to remove them from the fruit. It was necessary to prompt the population in some way to engage more intensively in this. And such a form of stimulation as the preferential sale of goods with a greater demand to the deliverers of this raw material was a worthwhile matter. In 7 months of this year we have already procured 152 quintals of seeds. Now it is the interseasonal period for them: last year's crop of pumpkins has practically been exhausted, the new crop has not yet ripened. Nevertheless even now people are bringing seeds, although little, 10-20 kilograms a day."

The store-produce procurement center was built on the grounds of the city market. The site was selected not by chance. The people coming to the bazaar will stop here without fail, will become familiar with the assortment of goods and the terms of trade and will speak with saleswomen Galya Ryadenkova. In the room next to the trade hall is the produce procurement center proper, which is equipped with everything necessary. Galya shows the just delivered cans of honey. The owner of a private beehive brought it about 300 kilometers.

"As a rule, before turning over surpluses of agricultural products, the buyers come to the store first to choose what they want to buy," the saleswoman relates. "At times they will ask that something they have liked be kept for them, for example, a rug or a leather coat. We agree to that. When we do not have what the deliverer wants to buy, he leaves an order, and we inform him of the receipt of the commodity by postcard. The receipt certifying the delivery of the necessary amount of products is good for a year."

At present 40 store-produce procurement centers and 37 divisions attached to ordinary trade enterprises are in operation at the rayon cooperatives of Rostovskaya Oblast. In organizing them, the board of the oblast union of consumer trade cooperatives first of all tried to involve the rural population in cooperation with the produce procurement offices and to use more actively the resources and potentials of private plots.

We also came to Zernograd to see to what extent this had been possible. We asked one of the deliverers--Vera Andreyevna Poddubnaya, a worker of the dairy farm of the experimental breeding farm--to share her thoughts:

"Previously I kept 40-50 chickens for the needs of my family. But then I saw here, in the store-produce procurement center, a rug. I liked it very much. And then for the first time I purchased 200 chicks. I procured fodder for them beforehand, the farm helped. There was, to be sure, more to worry about. But the whole family looked after the private poultry farm. We kept the chicks for only 2.5 months and, after delivering the meat, purchased the rug. The time passed unnoticed, but in the house there was the new acquisition and an addition to the family budget. Now many times more poultry are being fattened here in nearly all the yards."

"I sense the benefit of this even around my home," Vladimir Ivanovich Perkov, director of the Zernograd trade enterprise, interjected in the conversation. "Before my wife kept 10 chickens, now she has acquired 40. Each of the workers of the rayon consumer society has decided to raise and turn over to the produce procurement office 7 kilograms of poultry meat each. I have already turned over 14. This is a very good cause. First, we are displaying a personal example. Second, although you are also a trade worker, if you want to buy a scarce item, you have to acquire this right on equal terms with all the other members of the cooperative."

Last year the Zernogradskiy Rayon Consumer Society in this way procured 36 tons of poultry meat from the population. This was enough for the needs of its own public dining and trade and then some. They also made deliveries to the oblast center. Now they intend to exceed this result significantly.

Here are interesting comparative figures. Whereas in 7 months of last year the purchasing agents received only 170 birds from the population, in the same time this year they have received 6,212 birds. The picture is also the same for rabbits: in 1980--1,218, this year--2,414. A society of amateur rabbit breeders has been established in the rayon. The rayon consumer society allocated premises to it and helped to equip them. And now the rabbit population of private owners has increased significantly.

Vitaliy Ivanovich Degtyarev, chairman of the board of the Zernogradskiy Rayon Consumer Society, believes:

"It is necessary to be flexible in any matter, especially a new matter. As soon as we began the stimulating sale of goods, the volumes of procurements immediately increased. In a short time the store-produce procurement center was crowded. In February we opened similar divisions at the Zernograd Department Store and the Modern Household Specialized Store. This is doubly convenient: there is no need to transfer some goods from enterprise to enterprise. For example, expensive sets of dishes, cut glass, radio equipment. For them our deliverers take the certificates directly to the specialized store, where everything that they can purchase is displayed for inspection in a nicely designed corner."

The Zernograd cooperative workers are also managing skillfully the coefficients of trade-in. For example, from 20 May to 1 September goods worth 10 rubles are offered per kilogram of pumpkin seeds, although the rest of the time the established rate of one to three is in effect: if you turned in something worth 1 ruble, you can buy something worth 3 rubles.

As is known, without good advertising, without properly organized promotion no good initiative is viable. The Zernograd workers informed the population about the new form of the stimulation of deliverers of agricultural products through the local newspaper and radio. But notification alone would hardly have yielded the present results. The purchasing agents of the rayon consumer society at rural gatherings tell the people about the advantages of the new form of stimulation, explain how much and what must be turned over in order to receive preference to the purchase of goods with a greater demand. They have actively enlisted in propaganda activity the workers of the rural soviets and are helping deliverers from remote villages with transportation. The produce procurement office constantly has 50-60 tons of mixed fodders on hand and sells them to those who are raising poultry for sale to the cooperative.

It is not without reason that they say: good fame travels fast. In recent times the inhabitants even of the neighboring rayons of Krasnodarskiy Kray, where such a form of stimulation for the present is not being used, have begun to come to Zernograd to turn over surpluses of agricultural products.

7807

CSO: 1827/7

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

SUBSIDIARY FARM FOR VOLOGDA FORESTRY WORKERS

Moscow SOVETSKAYA TORGOVLYA in Russian 27 Aug 81 p 2

/Interview with Aleksandr Stepanovich Gladkovskiy, chief of Vologdalesurs, by a SOVETSKAYA TORGOVLYA correspondent: "An Addition to the Common Table"; date and place not given

/Text It is correctly believed that one of the main sources of the receipt of additional food resources in trade is the organization of subsidiary farms and the fattening of hogs on food scraps. But this is by no means the only reserve, A. S. Gladkovskiy, chief of Vologdalesurs, asserts in an interview with our correspondent.

/Question Aleksandr Stepanovich! It is well known that many subsidiary farms of the trade organizations of the system of Soyuzlesurs /Main Administration of Workers' Supply of the USSR Ministry of the Timber, Pulp and Paper, and Wood Processing Industry engage in the fattening of hogs, keep livestock and poultry; some have their own beehives and hothouses. We have had occasion to hear the opinion that for foresters the development of subsidiary farms is dictated first of all by the specific nature of the sector: the lack of good roads to small settlements complicates the delivery of goods, especially those such as dairy and meat products.

/Answer Of course, this feature plays its role. Moreover, if there are a store, a dining room and a bakery, hence there are also scraps. Why throw them out, when it is possible to put them to use?

Vologdalesurs is made up of 24 departments of workers' supply, and we have 26 fattening yards. They are, as a rule, small—for 50-100 head. But during the past five-year plan we obtained a weight gain of nearly 11,500 quintals.

The Vologdalesprom Production Association is also dealing very well with the fattening of hogs. Whereas 2,240 animals are now kept at the departments for workers' supply for fattening, 6,350 are kept at the association. This is understandable: they have both more forces and more assets.

/Question But in order to keep such a population, must there not be a reliable source for obtaining young animals?

/Answer/ We have ourselves engaged for a long time in the reproduction of the livestock population. Here we leave some of the young animals at our fattening yards, while we sell some to our workers. If he himself fattens the piglet for himself, he will provide his family with meat, and at times will turn over the surpluses to the dining room. In the future we plan to obtain piglets for fattening only from our own farms.

And still we are far from fully utilizing all the products of hog raising. Have you been in Odessa, at the Privoz, that most abundant market? Have you bought "blood sausage." It is expensive, but sells like hotcakes. But this is pure protein! We do not know how to make such sausage, we do not have the technology, the approved sanitary standards.

For some reason it is customary here to examine any question on a colossal scale, but we bashfully remain silent about the little things from which, strictly speaking, this scale is made. Here is an example: a good manager will slaughter a hog—he will make use of everything, down to the skin. We waste these skins—an excellent raw material for light industry.

Meat combines also do not want to cooperate with us on the basis of our supplying of the raw materials, although often they do not operate a full capacity. While our small smokehouses are able to do little. It is simply uneconomical to build large shops, we would not be able to supply them smoothly with raw materials—our farms are all the same subsidiary farms. Our public dining is also not able to process all the byproducts. Here is what happens: we take only the suet and the meat from the hog, the rest we throw away.

/Question/ The forest is the richest natural storehouse, it can provide man with almost everything for housing and food. But are we utilizing all this wealth?

/Answer/ Hardly anyone would answer this question affirmatively. Moreover, whereas earlier mushrooms and berries were considered free food, now you cannot always buy pickled mushroom caps or a whortleberry pie even for a large amount of money. But are these really not food resources?

We constantly engage in the laying in of cranberries, whortleberries and mushrooms. We make purchases of these and other products from the population. The prices are good: we pay 90 kopecks for a kilogram of cranberries and 1 ruble for a kilogram of whortleberries. Usually a store or a dining room buys the berries, but they are used only in public dining. In a year we lay in on the average up to 100 tons of berries, during the 10th Five-Year Plan as a whole we laid in 520 tons.

But we could have laid in more, if we had the equipment, for example, four-wheel drive vehicles. For only they are capable of bringing cranberries out of the swamps. You will not bring out much with a bucket in one hand and a basket in the other. And much that is good is still being wasted in the swamps.

/Question/ Now you are mentioning figures of purchases. But what bearing do they have on the plan assignments?

/Answer/ None. Because we have no plan as such. In addition to whortleberries and cranberries we purchase from 20 to 60 tons of mushrooms and catch 15-19 tons

of fish for our public dining. But all this is exclusively our own initiative. We want to feed our people well, substantially and with variety. Today you get cabbage soup with pork, tomorrow noodle soup with mushrooms, and then perch soup. But it is possible to feed this way not only the Vologda foresters.

Once I heard on the radio the speech of a doctor of economic sciences, he was telling about the natural resources of Tyumenskaya Oblast. He reckoned almost to the ruble how much petroleum, gas and so on is there. And then he said: "But there is in Tyumen' a resource which cannot be calculated at all--mushrooms."

The mushroom! A resource.... But we do not even include these rubles in the plan. Meanwhile, the planning of purchases of mushrooms would make it incumbent to place the organization of procurements on a firm basis.

For what happens: one of our dining rooms last year bought 12 tons of cranberries--the manager there is a very practical woman. While the other purchased only 500 kilograms. I can praise the former one, but I do not have the right to swear at the latter. Because berries are for it of no consequence. For it the plan of the commodity turnover is in first place. If it copes with it without whortleberries and mushrooms, no one can demand anything from it.

We need people who would specially engage in stockpiling products. No, we would not be competing with consumer cooperatives--after all, we have the kind of population centers where the department of workers' supply is the only trade organization.

And this purchasing agent would earn his keep. He would have enough organizing work alone for the entire year--going around to everyone, conducting explanatory work among schoolchildren and retired people as well. And when the first raspberries ripen, he would collect the goods! And so on until the first frost when the cranberry harvest is over. But they do not give us such a staff unit.

Or take another thing. The gathering of mushrooms and berries is in itself a very appealing job. And if one comes to the procurement center each day with a full basket, in a month or two one can earn a tidy sum. Why should the Central Staff of Student Construction Brigades also not be included in this matter? I know that they cooperate with the Central Union of Consumer Societies, but let them also send youngsters to us--we will be able to receive and place them.

[Question] Aleksandr Stepanovich, you mentioned fish....

[Answer] In Vologodskaya Oblast among the many lakes there are those which are of no interest to fishermen. But we can take something from them for our small dining rooms. Therefore we are getting a permit from the fishing inspectorate, are creating a brigade of three or four people (usually they are retirees and vacationers), are concluding a contract with them and are giving them nets and a boat. They turn their catch over to the dining room. Even if it is small--a bucket or two, there is always enough for fish soup.

In short, we have taken as a rule: not to sit twiddling our thumbs, not to wait until grapes and fish called capelin are brought in from afar, while near by there are white mushrooms and in the lake a pike chases a roach. And I will not complain that annually they plan for me a large percentage increase of the commodity

turnover while there is not enough backing with goods...The backing is there, in the woods, it is growing by itself.

Yes, there are reserves everywhere. But in order to put them to use, in addition to good initiative a firm plan and the appropriate technology are necessary. And reliable stimuli for the support of this initiative.

7807

CSO: 1827/5

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

GEORGIAN PRICE COMMISSION PROTECTS CUSTOMERS' INTERESTS

Tbilisi KOMUNISTI in Georgian 8 Aug 81 p 1

[Article by GruzINFORM correspondent A. Sharshunov: "In the Customer's Interest"]

[Text] Officials of Tbilisi's Pervoye Maya Clothing Factory and Kutaisi's Gelati Clothing Production Association were really anxious to raise prices on their new model men's shirts, but they weren't allowed to. They did their best to classify them as "new improved quality." The GSSR State Price Committee said the prices were too high and reduced them. The customer's interests were protected by the special Appraisal Commission that was set up.

Sometimes, enterprises draw up consumer goods manufacturing programs in terms of money instead of quantity and assortment. This enables some of them to turn out smaller quantities of more expensive goods, raising the price without actually improving their value to the consumer. Personnel of the price formation system used to have trouble distinguishing similar items. Now the Appraisal Commission examines and compares similar goods and determines which ones really are new and improved.

What is the situation in the Tbilisi Gorsoviet's Price Department, whose jurisdiction basically covers specific items such as business and sports goods, toys, and items made from remnants?

"There are hundreds of such items in a year," says the ispolkom's price department chief, D. Iakobashvili. "We must always be alert to protect the customer's interests and, when necessary, reduce prices that have been set too high by the producer. Here's an example: The Tbilisi Keyboard Instruments Factory prepared a toy horse for production and submitted figures calling for a price of 6.8 rubles for the new item. But we determined that the toy cost a great deal less to make, and we reduced the price to 4.9 rubles. This is how we foil enterprise managers who attempt to use the incentive for product quality improvement as a means to set prices too high."

But the functions of the price formation system's personnel go beyond that. Frequently they serve the customer's interests by dictating to industry the manufacture of new types of goods that will benefit both them and the consumer.

...Many Tbilisi women can recall how corrupt businessmen at bazaars used to demand 15 to 20 rubles for electric combs. The Tbilisi Gorsoviet Ispolkom's Price

Department advised the Tbilisi Sikharuli Production Association to undertake the manufacture of these combs, setting the price at 8 rubles. As a result, consumer needs are met and speculators are foiled. The same thing happened with brass door hinges, which were being sold under the counter.

6854

CSO: 1813/013

HOUSING AND PERSONAL SERVICES

INFLUENCE OF FINANCIAL LEVERS ON PERSONAL SERVICES

Moscow FINANSY SSSR in Russian No 8, Aug 81 pp 28-30

/Article by Candidate of Economic Sciences V. T. Filatov, docent of the Moscow Institute of Finance, and V. A. Slivkin, senior instructor of the Khabarovsk Institute of the National Economy: "Strengthen the Influence of Financial and Credit Levers on the Improvement of Personal Service"/

/Text/ In the improvement of planning and the strengthening of the influence of the economic mechanism on increasing production efficiency and work quality an important place is assigned to the formulation of five-year and annual plans with a breakdown by territories. The need for measures on the overcoming of departmental isolation and the enhancement of the role of the soviets of people's deputies in the building of the economy is specially noted in the decree of the CPSU Central Committee of 12 July 1979.

This situation is of pressing importance for the improvement of the finances of enterprises of the personal service of the population—a sector, the importance of which in the solution of the problem of increasing the material and cultural standard of living of the people, forming the revenues of local budgets and improving the money circulation in the regions of activity of the soviets is steadily increasing with each year. For example, on the territory of Khabarovskiy Kray the volume of personal services to the population increased in 1979 as against 1975 by 39 percent, while in rural areas it increased by 63 percent. Personal services should be developed even more rapidly in this region during the 11th Five-Year Plan, since the level of provision of the population far from conforms to its needs, the level of income of the workers and present requirements. To a significant extent this is explained by the fact that the financial mechanism of the stimulation of the development of personal services is not being fully utilized.

The streamlining of the planning of capital investments, as well as the payment for jobs performed by the enterprises of this sector, in our opinion, is the greatest reserve of the strengthening of the influence of financial levers on the improvement of personal services. In addition to the enterprises subordinate to the Administration of Personal Services of the Population, another 49 organizations of ministries and departments, which account for 25 percent of the services in the city and 42 percent in the countryside, operate in Khabarovskiy Kray. Departmental isolation is giving rise to the dispersal of capital investments and the construction of "dwarf" personal service facilities. Precisely for this reason the apartments on the first floors of apartment houses often are simply set aside for

personal services in available departmental housing. Such an approach leads to additional expenditures of financial resources for the reequipping of the premises, which even in completed form do not meet the prevailing norms of the organization of production and labor.

Therefore, when meeting the requirements on the comprehensive territorial planning of the economic and social development of the city, the oblast and the kray the concentration in the local soviets of people's deputies of the capital investments being allocated for the construction of personal service facilities should be one of the main conditions. The soviets have the right to perform the role of the "client" in the capital construction of structures for social and personal purposes and can solve these problems in an economically competent manner. The concentration of financial resources for this purpose will make it possible to locate personal service enterprises in a well-founded manner and to influence the improvement of the pattern of monetary expenditures of the population. The point is that personal services, by requiring payment, are responsible for the important role of the sector of personal services of the population in the improvement of financial planning and the planning of money circulation.

For this purpose the gap in the level of personal services in the city and in the countryside should be overcome. In Khabarovskiy Kray the personal services per urban resident amount to more than 30 rubles and per rural resident to 19 rubles. For the most labor-consuming jobs in housekeeping (the washing and cleaning of clothes, the repair of household machines and appliances) the level of consumption of personal services of the rural population is one-seventh to one-third as high as that of the urban population. In solving this problem by expanding the material and technical base of personal services, it is also necessary to use other forms. Mobile centers for the receipt and delivery of the orders of the population for personal services are very promising. Their development requires fewer capital outlays, while the need for personnel can be solved by the enlistment of retirees and other citizens, who are capable of working a partial work week. There are decisions of the union and republic governments on these problems, and, consequently, the oblast (kray) and city administrations of personal services of the population and the local soviets, which have been allocated financial resources, will be able to solve the problem of the location and technical equipment of personal services.

The present system of advance payments for services rightly arouses criticism, since it does not guarantee the high quality performance of work. It is at variance with the policy advanced by the party and the government of evaluating the activity of enterprises and organizations according to the end national economic results. For personal service enterprises high quality, the minimum time for the filling of orders and the decrease of the cost are such indicators. In this connection the question of the more correct calculation of the results of the activity of personal service enterprises has become ripe. The clear differentiation in the activity of personal service enterprises of the orders of the population from the output of small batches of finished items, in our opinion, would be the most efficient solution in this direction. Shops for the sewing and repair of clothing, shoes, tricot and knit items use this extensively in practice, thereby "adjusting" the volumetric and financial indicators. But the real needs of the population in this case are not met.

The production of such items is often of poor quality (with respect to the styling, coloring and individual features), which decreases the material resources for custom orders, duplicates the output of light industry at a lower level and in the end is not conducive either to the meeting of the needs of the population or the improvement of the pattern of their monetary expenditures. The output of what are called "small batches of finished items" is, in essence, the concealed increase of the prices for similar output of light industry. On this basis personal services should be exempt from the duplication of the output of the named sector. It would be absurd for shops for the repair of radio and television equipment, still and movie cameras also to engage in the output of "small batches" of electronic or optical equipment. First of all it is necessary in planning, accounting and stimulation to clearly separate the production and sale of batches of items from all other orders and services, which are fulfilled by personal services. The prevailing system of the distribution of the profit and material stimulation is aimed directly at the increase of the quality of the work being performed in accordance with the orders of the population. And this meets the requirements of the evaluation of the activity of the corresponding enterprises according to the end result.

However, financial levers do not fully promote this goal, since the payment of an advance by the clients of personal service enterprises for the most part determines in advance (before the performance of the work, the expenditures of material and manpower resources) the volume of sales and services and the amount of the profit. At the same time the complete rejection of advance payment for services implies the need for the allocation of large amounts of money for replenishment of the working capital of personal service enterprises, which under present conditions, in our opinion, is impracticable. The optimality of the solution of this problem, in our opinion, consists in the regulation of the use of the advanced assets within the very system of personal services with the more complete utilization of the stimulating potential of the financial and credit mechanism.

The advance payments made by the population when drawing up orders for personal services play a dual role. They act as a guaranteed payment to the enterprises for the rendered services and stimulate the timeliness of the selection of finished items. At the same time the advance payments are a financial source of the formation of the working capital of personal service enterprises. One portion of the amount of advance payments of the clients is taken into account at present as stable liabilities and is equated with the internal working capital, the other portion is a part of the accounts payable. This circumstance, it seems to us, weakens substantially the planned basis and the principles of cost accounting in the activity of personal service enterprises. For example, the advance payments of clients in the personal services of Khabarovskiy Kray in 1979 made up 36 percent of the stable liabilities, which were used to meet the standards, and 57 percent of the accounts payable. The crediting of the monetary assets received by way of advance payment for orders within the receipts from the sale of personal services to the current account of the enterprise and their use for the formation of production stocks and the covering of the expenditures on production prior to the sale of personal services decrease the incentives in the search for internal reserves of production and the efficient use of working capital and are not conducive to the shortening of the time for the filling of orders. The effectiveness of financial and bank control over the activity of personal service enterprises decreases.

Therefore, while retaining advance payment for personal services, wherever this is feasible, the money received by the enterprises should be credited to a separate account at USSR Gosbank. In order to receive these assets the enterprise should fill the order in conformity with the contract terms, that is, should sell personal services. As copies of the documents (register), which confirm the certificate of the sale of services, are submitted to the bank, the advance payments are transferred from this account to the current account of the enterprise, forming the sales volume, and can be used as intended. The question arises: By means of what assets will the enterprise cover the expenditures on the performance and sale of personal services? It will do so in the minimum amount by means of the internal working capital, and in the lacking amount by means of special bank credit. Such an approach to the advance payments of clients makes it possible to solve two important financial problems.

First, it makes it possible to increase the effect of the mechanism of the distribution of the profit, at the expense of which personal services will pay interest for the special bank loan. For the longer the time it takes to fill an order, the higher the amount of interest is and the more slowly the working capital will turn over. This will entail a decrease of the profit. Consequently, the drive for high quality and the rapid filling of the orders of the population with the least costs will become the main stimuli of the improvement of personal services.

Second, the question of the registration everywhere of the receipt of money in payment for the order to the personal service enterprise only through cash registers, including receiving centers, and among them field receiving centers, is pressing. The advantage of cash registers consists not only in the assurance of the recording of the cash being received, but also in the opportunity to organize the gathering of statistical data on the "peak" loads during the workday, by days of the week and month. On this basis the ministries and administrations of personal services will obtain objective data on the real demand of the population of a given microrayon for personal services. Moreover, the feasibility of separating the operations on the receipt, depositing and collection of cash in the form of advance payments for large orders (for example, in excess of 25, 30 or 50 rubles) from their registration should be checked experimentally.

At savings banks it is expedient to organize the receipt of monetary payments of the population in payment for the drawn up orders. At the time of registration the personal services make out for the client a receipt with an indication of the amount to be paid as an advance payment. The client pays this amount to the savings bank and returns the receipt with the note on payment to the personal service enterprise. This serves as the basis for the filling of the order. The advance payments made to the savings bank are credited to the indicated account at Gosbank. The representatives of the field receiving centers also register monetary transactions in a similar way.

The solution of the problem of the advance payments of clients in this direction will promote, in our opinion, the improvement of the planning of economic and financial operations, the tightening up of the policy of economy and cost accounting, the shortening of the time for the filling of orders and the increase of the quality of services. Moreover, this will increase the influence of the financial and credit system on the quality and the time for the performance of personal services and will increase the influx of cash to the cashier's offices of Gosbank.

The creation of a fund for the development of the personal services of the population by means of deductions from the actual profit in the amount of 7.5 percent has been envisaged since 1980. The assets of this fund can, with the permission of the council of ministers of the union republic which has an oblast division, be centralized by the ministry. Thus, the portion of the profit, which is intended for the retooling, renovation and expansion of operating enterprises and the network of receiving centers, as well as for the improvement of the working conditions of the workers of personal services, is being made directly dependent on the total amount of the profit.

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PERSONAL INCOME AND SAVINGS

GEORGIAN FAMILY BUDGETS, STANDARD OF LIVING ON THE RISE

Tbilisi KOMUNISTI in Georgian 14 Aug 81 p 2

[Article by Docent, Economics Candidate K. Elizbarashvili: "How the Family Budget Is Growing. Developed Socialism and Concern for the People's Wellbeing"]

[Text] The building of developed socialism has raised many questions of our country's economic, social-political, and spiritual development in a new way.

The main task of the Ninth Five-Year Plan was to substantially raise the people's material and cultural standard of living. In the 10th Five-Year Plan we consistently followed the Communist Party's course of action in order to further enhance the people's material and cultural standard of living.

"The main task of the 11th Five-Year Plan," we read in the decisions of the 26th CPSU Congress, "is to further enhance the Soviet people's wellbeing...."

Hence, as the Basic Guidelines of the Economic and Social Development of the USSR for 1981-1985 and the Period Through 1990 emphasize, the main task of the 1980's is to achieve a steady rise in the people's material and cultural standard of living, to create better conditions for all-round development of the individual.

Such is the requirement of the fundamental economic law of socialism, the highest goal of social production as fixed in the constitution.

The party's and government's efforts to improve the people's wellbeing have been stepped up considerably in the past ten years. This is attested in many ways. Consider, for example, the rate of growth in the people's real income. For about half the country's population now the income per family member is over 100 rubles; in 1970 the figure was 18 percent.

Moreover, essential measures are being implemented to equalize the standard of living of all groups of working people. At the 26th CPSU Congress, L. I. Brezhnev cited this significant fact: In the 1970's, the number of worker, employee, and kolkhoznik families with a per capita monthly income of more than 100 rubles almost tripled. Conversely, the number of families with a per capita monthly income of less than 50 rubles declined by about the same amount.

Georgia's workers, like all the Soviet people, live better today than ever. Nevertheless, as was justifiably pointed out at the 26th GCP Congress, every effort is

being made to make the lives of the Soviet people, the republic's population, every citizen, every family, every worker, our children, our mothers and our fathers, more productive, meaningful, and prosperous.

Indeed it is so. It is attested in many ways, by the accelerated development of our economic potential. For example, in the early 1970's our republic was in twelfth place in terms of rate of growth and increase of the global [sovokupnyy] social product; now it holds second place. In terms of national income it moved from eleventh to first place.

The result has been a substantial rise in the standard of living. Average monthly wages for the republic's workers and employees rose by 1.4 times over 1970, while kolkhoz pay doubled and more. Add to this the measures designed to meet the people's needs out of the social consumption fund, and we find that real income has increased by 1.6 times.

If we consider that our country's economic potential doubles every 10 years and real income doubles in about 15, and that in a man's lifetime a socialist society rises several times to qualitatively new levels of consumption, we can see more easily the profound changes that are taking place with regard to the dynamic and structural enhancement of the Soviet family's budget.

This is graphically demonstrated in the case of Georgia. Let us cite some figures and facts.

Calculation shows that in the last 10 years alone family budgets in our republic have risen by about 1.6 times; kolkhozniks' income and outgo have increased by 78 percent.

Because of this rate of growth, noteworthy changes are taking place in the Georgian people's family budget compared to the all-union average. In 1970, for example, the global income of workers' and employees' families in Georgia was 87 percent of the all-union average; in 1979 it was 91 percent.

In recent years, substantial positive changes have taken place in family budget income and outgo; the structure of spending is undergoing fundamental improvement. An especially rapid growth rate characterizes workers' purchases of the kinds of durable goods that make life easier and more pleasant.

Hence, despite the absolute rise, the percentage of spending on food products is declining markedly. In 1970, for example, kolkhoz families spent 36.5 percent of their income on food; in 1980 it was 31 percent.

An analysis of family budgets indicates a definite inequality in the social structure of food product consumption. Workers and employees and their families need substantially more food (not counting bread) than kolkhozniks. But the difference is growing smaller.

In order to plan the management of the national economy, in particular retail trade, it is essential to know the correlation of the global annual income of workers-employees and kolkhozniks. The republic's kolkhoz family budgets now substantially exceed those of workers and employees, although when figured per family member the latter is considerably more than the former. An analysis of the general findings of

family budgets indicates that Georgia has not only overcome the chronic economic lag that developed in the 1960's but now, in fact, is proudly in the forefront among the union republics. Moreover, in the 10-year period social labor productivity has risen by almost 1.8 times--by 38 percent in the 10th Five-Year Plan alone, in fact. The result has been a 14.8 percent decrease in the difference between the republic's figures and the all-union average.

Thus, the Soviet people's rising standard of living is inseparably linked to the growth of social production and higher labor productivity. It is a fact that society can distribute and consume only that which has been produced. To put it another way, how we live today and how we live tomorrow depends on us and our labor.

This was the substance of the recent Third GCP CC Plenum. Participants noted that we still have serious shortcomings and problems along with the successes we have achieved in recent years.

The people's wellbeing, as E. A. Shevardnadze stated at the plenum, and concern to enhance the people's standard of living, have always been uppermost in the efforts of the party and the state.

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